

## ORDER



**Orders**  
**Order / Rev:** 720943  
**Alt Order #:** 06366322  
**Product Desc:** OBAMA SCHED A  
**Estimate:** 2002  
**Flight Dates:** 10/09/12 - 10/15/12  
**Original Date / Rev:** 10/08/12 / 10/08/12  
**Order Type:** Political

## WUSA

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	42	\$125,900.00	\$107,015.00
10/15/12	10/21/12	7	\$12,400.00	\$10,540.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	49	\$138,300.00	\$117,555.00	0.00
<b>Totals</b>	<b>49</b>	<b>\$138,300.00</b>	<b>\$117,555.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/09/12	10/15/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	6	\$1,500.00	P-1	0.00	NM	6	\$9,000.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			6			\$1,500.00		0.00			
E 2	WUSA	10/09/12	10/15/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	6	\$1,500.00	P-1	0.00	NM	6	\$9,000.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			6			\$1,500.00		0.00			
E 3	WUSA	10/09/12	10/15/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	6	\$1,200.00	P-1	0.00	NM	6	\$7,200.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			6			\$1,200.00		0.00			
E 4	WUSA	10/09/12	10/15/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	6	\$1,200.00	P-1	0.00	NM	6	\$7,200.00
9 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			6			\$1,200.00		0.00			
E 5	WUSA	10/09/12	10/15/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	6	\$1,500.00	P-1	0.00	NM	6	\$9,000.00
9 NEWS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			6			\$1,500.00		0.00			

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 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA SCHED A  
 Estimate: 2002

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WUSA	10/09/12	10/15/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWTF--	:30	6	\$3,000.00	P-1	0.00	NM	6	\$18,000.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					6	\$3,000.00		0.00			
E 7	WUSA	10/12/12	10/12/12	Fri Prime A CSI: NY	CM	8-9P	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
CSI NY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$3,000.00		0.00			
E 8	WUSA	10/12/12	10/12/12	Fri Prime B Made in Jersey	CM	9-10P	----F--	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
MADE IN NJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$4,500.00		0.00			
E 9	WUSA	10/14/12	10/14/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
9 NEWS SUNDAY 630P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$900.00		0.00			
E 10	WUSA	10/14/12	10/14/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$25,000.00	P-2	0.00	NM	1	\$25,000.00
60 MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$25,000.00		0.00			
E 11	WUSA	10/14/12	10/14/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
SUNDAY MORNING-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$3,500.00		0.00			
E 12	WUSA	10/09/12	10/15/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTFSS	:30	6	\$2,500.00	P-2	0.00	NM	6	\$15,000.00
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTFSS					6	\$2,500.00		0.00			
E 13	WUSA	10/09/12	10/09/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$20,000.00		0.00			
E 14	WUSA	10/10/12	10/10/12	Wed Prime C CSI: Crime Scene Investigation	CM	10-11P	--W----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
CSI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$7,000.00		0.00			
													Totals	49	\$138,300.00